



WCVB
5 TV Place
Needham, MA 02492
Main: (781)449-0400
Billing: (781)433-4283

www.thebostonchannel.com

Billing Address:

Crossroads Media
Attention: Accounts Payable
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

DUPLICATE

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
954341-1	11/11/12	November 2012	10/29/12 - 11/05/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
American Crossroads NH	American Crossroads TV	694

Flight Dates	Order #	Alt Order #
10/30/12 - 11/05/12	954341	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/30/12	11/05/12	5a Eyeopener	5-6a	M-----	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB M 11/05/12 5:23 AM 5a Eyeopener 5-6a :30 USPRTV29ACH \$1,600.00 NM									
2	10/30/12	11/05/12	6a Eyeopener	558-7a	----F--	:30	1	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB F 11/02/12 6:43 AM 6a Eyeopener 558-7a :30 USPRTV29ACH \$3,500.00 NM									
3	10/30/12	11/05/12	Good Morning America	658-9a	-T-----	:30	1	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -T----- 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB Tu 10/30/12 8:48 AM Good Morning America 658-9a :30 USPRTV28ACH \$4,000.00 NM									
4	10/30/12	11/05/12	LIVE WITH KELLY & MICHAEL	9A-10A	--W-F--	:30	2	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --W-F-- 2 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB W 10/31/12 9:34 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 USPRTV28ACH \$800.00 NM 2 WCVB F 11/02/12 9:50 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 USPRTV28ACH \$800.00 NM									
5	10/30/12	11/05/12	The View	1058-12n	---T---	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WCVB Th 11/01/12 10:59 AM The View 1058-12n :30 USPRTV28ACH \$2,500.00 NM									
6	10/30/12	11/05/12	Midday News	1158a-1230p	----F--	:30	1	\$1,250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$1,250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WCVB	F	11/02/12	12:10 PM	Midday News	1158a-1230p	:30	USPRTV28ACH	\$1,250.00	NM																																	
7	10/30/12	11/05/12	The Chew	1-2p	---T---	:30	1	\$1,500.00	NM																																		
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8	10/30/12	11/05/12	GENERAL HOSPITAL	ABC SOAPS ROTA	--W----	:30	1	\$2,000.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
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9	10/30/12	11/05/12	KATIE COURIC DAY	3-4p	-T-----	:30	1	\$1,000.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	10/29/12	11/04/12	-T-----	1	\$1,000.00																																						
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1	WCVB	Tu	10/30/12	3:54 PM	KATIE COURIC DAY	3-4p	:30	USPRTV28ACH	\$1,000.00	NM																																	
10	10/30/12	11/05/12	ELLEN EF	4P-5P	M-----	:30	1	\$2,000.00	NM																																		
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3	WCVB	M	11/05/12	4:34 PM	ELLEN EF	4P-5P	:30	USPRTV28ACH	\$2,000.00	NM																																	
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1	WCVB	W	10/31/12	5:23 PM	Newscenter 5 at 5	5-6p	:30	USPRTV28ACH	\$3,500.00	NM																																	
12	10/30/12	11/05/12	Newscenter 5 at 11	11-1130p	--W----	:30	1	\$8,000.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
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2	WCVB	W	10/31/12	11:22 PM	Newscenter 5 at 11	11-1130p	:30	USPRTV28ACH	\$8,000.00	NM																																	
13	10/30/12	11/05/12	Nightline	1135p-1206a	----F--	:30	1	\$2,000.00	NM																																		
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14	10/30/12	11/05/12	20/20	958-11p	----F--	:30	1	\$15,000.00	NM																																		
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American Crossroads NH	American Crossroads TV	694	

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15	10/30/12	11/05/12	Weekend GMA	7-8a	-----S	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Su 11/04/12 7:47 AM Weekend GMA 7-8a :30 USPRTV29ACH \$2,500.00 NM									
16	10/30/12	11/05/12	6p News Weekend	6-630p	-----S	:30	1	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Su 11/04/12 6:26 PM 6p News Weekend 6-630p :30 USPRTV28ACH \$3,500.00 NM									
17	10/30/12	11/05/12	This Week / C. Amanpour	10-11a	-----S	:30	1	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$5,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Su 11/04/12 10:57 AM This Week / C. Amanpour 10-11a :30 USPRTV28ACH \$5,000.00 NM									
18	10/30/12	11/05/12	AFHV	658-8p	-----S	:30	1	\$8,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$8,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Su 11/04/12 AFHV 658-8p :00 \$8,000.00 NM See MG 18.2									
2 WCVB Su 11/04/12 7:22 PM OTR Primetime Election Special LOCAL PRIME SPI :30 USPRTV28ACH \$8,000.00 NM MG for 18.1 11/04									
19	10/30/12	11/05/12	Sportscenter 5 OT	1135p-12m	-----S	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Su 11/04/12 11:42 PM Sportscenter 5 OT 1135p-12m :30 USPRTV28ACH \$1,500.00 NM									
Total Spots							20		

Payment Terms 30 Days

<u>Gross Total</u>	\$69,950.00
<u>Agency Commission</u>	\$10,492.50
<u>Net Amount Due</u>	\$59,457.50